

Proposed General Plan Update Goals, Policies, and Implementation Actions



Clean Technology

San Jose is rapidly emerging as a world center for Clean Technology, and the City supports the development and adoption of clean technology products and practices. Among other benefits, the development of clean technology as an industry within San Jose directly contributes to the achievement of the San Jose Vision for an Innovative Economy, Environmental Leadership, Healthy Neighborhoods, and Diversity and Social Equity.

Clean Technology jobs advance the research, development and commercialization of technology, products, and services that increase energy efficiency; expand clean energy production; reduce greenhouse gas emissions, waste, and pollution; and/or conserve water and other natural resources.

The development of Clean Technology industry provides advancement of environmental and economic objectives in one or more of five main sectors: (1) Clean Energy; (2) Energy Efficiency; (3) Environmentally Friendly Production; (4) Conservation and Pollution Mitigation; and (5) Training and Support.

Goal CT-1: Promote the development of clean technology companies, the adoption of clean technology products/services, and the creation of at least 25,000 clean technology jobs by 2022 and at least 70,000 clean technology jobs or at least 10% of San Jose's total jobs as clean technology jobs by 2040.

Policy CT-1.1 Continue to develop and implement City policies that strategically support the development of Clean Technology.

Policy CT-1.2 Promote research of innovative Clean Technology products and services.

Policy CT-1.3 Develop City-sponsored business incubators to lead globally in Clean Technology growth.

Policy CT-1.4 Assist Clean Technology companies with prototyping, demonstration, and testing of products and services.

Policy CT-1.5 Support strategies and programs that facilitate development and production of Clean Technology products and services.

Policy CT-1.6 Facilitate strategies for clean technology businesses to bring new products and services to the marketplace. Attract and retain Clean Technology businesses by providing assistance to them.

Policy CT-1.7 Educate residents about Clean Technology and develop and implement financial strategies to encourage San Jose residents to adopt clean technology products and services.

Action CT-1.8 Track progress towards achieving at least 25,000 new Clean Technology jobs by 2022. Track progress towards achieving at least 70,000 new clean tech jobs by the year 2040 or achieving 10% of the City's total jobs in Clean Technology by the year 2040.

Clean technology is a subset of the larger economic development strategies for San Jose. As such, broader economic development goals and policies (such as protection of industrial lands, creation of partnerships, and workforce development) will apply to clean technology and will be presented to the Envision San Jose 2040 Task Force with the broader economic development strategies.